Logo

The Yelp logo is our most visible and important brand asset. It stands for our robust content, our users' experiences, and our community as a whole. The Burst is an homage to the small asterisk that pops up above the heads of cartoon characters during moments of funny discovery. More unique than just a simple exclamation mark, the burst captures the spirit of writing reviews – it's like a POP of self expression; it's all about excitement — like the surge of energy a user feels after discovering a great local business or sharing their latest adventure with the world.

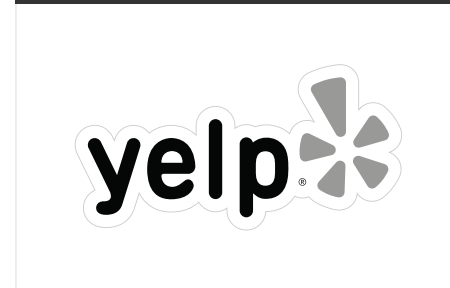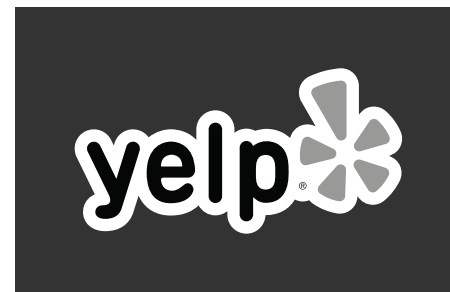| Full Color · Preferred	Full Color on white	One Color	Greyscale
The ideal presentation of our logo is full color. Please use this version whenever possible. It looks best on a colored background. Any color will do, but five-star red is, of course, our favorite.	If you need to display the Yelp logo on a white background be sure to use the version with the grey stroke. The white outline should always be visible.	When full color printing isn't an option use our one color logo in red or white. The red version must only be used on white. When using the white logo the background may be set in any color, but red looks best.	The Grayscale logo works well in printed applications when color is not an option.

RGB
- Screen/Yelp_trademark_RGB.eps
- Screen/Yelp_trademark_RGB.png

CMYK
- Print/Yelp_trademark_CMYK.eps

PMS
- Print/ Yelp_trademark_PMS_fullcolor.eps

RGB
- Screen/Yelp_trademark_RGB_outline.eps
- Screen/Yelp_trademark_RGB_outline.png

CMYK
- Print/ Yelp_trademark_CMYK_outline.eps

PMS
- Print/ Yelp_trademark_PMS_fullcolor_outline.eps

PMS
- Print/Yelp_trademark_PMS.eps
- Print/Yelp_trademark_PMS_outline.eps

Greyscale
- Print/Yelp_trademark_BW.eps
- Print/Yelp_trademark_BW_outline.eps